

鞋业优质供应商联盟平台

HIGH QUALITY SUPPLIERS UNION OF FOOTWEAR INDUSTRY



鞋业优质供应商联盟
FOOTWEAR INDUSTRY QUALITY
SUPPLIERS ALLIANCE

鞋行业精准对接服务的垂直O2O平台
Vertical O2O platform for precision docking service
in the footwear industry

线上营销，线下交易 Online marketing, offline trading

Tel: 180-0262-1517

E-mail: FootwearUnion@outlook.com

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关于鞋业联盟

About the Footwear Union





高贤友：

新携途供应链管理（东莞）有限公司总经理

鞋业优质供应商联盟创始人

东莞市鞋业商会秘书长 | 广州市皮革鞋业商会理事

12年互联网从业经验 | 10年行业平台运营经验 | 8年鞋业平台销售管理经验

擅长领域：资源整合、企业推广解决方案、对接鞋企品牌及贸易公司、行业平台经营管理、销售公关等

杨炎柳Emily：

东莞市新携途网络科技有限公司总经理

鞋业优质供应商联盟联合创始人

9年互联网从业经验 | 8年电商运营实战经验 | 7年鞋行业平台电商运营经验 | 累计为100家以上鞋企提供电商解决方案

擅长领域：提供电商运营解决方案、数据分析、自然排名提升、团队管理、客户服务等





鞋业优质供应商联盟
HIGH QUALITY SUPPLIERS UNION
OF FOOTWEAR INDUSTRY

鞋业优质供应商联盟是鞋行业精准对接服务的垂直O2O平台

Vertical O2O platform for precise docking service in shoe industry

鞋业优质供应商联盟成立于2017年4月，联合30家公司共同发起，整合制鞋产业链上下游100家核心企业，共有200余家会员企业。作为国内首家专注于国内外鞋业行业发展的垂直平台，汇聚线下地方展厅、线上平台电商营销传播、展会预定及代展、精准对接活动等为一体的行业平台！

Footwear Union was established in April 2017, it is jointly initiated by 30 companies, integrates 100 core enterprises upstream and downstream of the footwear industry chain, with more than 200 member enterprises. As the first vertical platform focusing on the development of footwear industry at home and abroad, it is an industry platform integrating offline local exhibition hall, online platform e-commerce marketing communication, exhibition reservation and generation exhibition, precise docking activities, ect.

鞋业优质供应商联盟是鞋行业精准对接服务的垂直O2O平台

Vertical O2O platform for precise docking service in shoe industry



鞋业优质供应商联盟
HIGH QUALITY SUPPLIERS UNION
OF FOOTWEAR INDUSTRY

鞋业联盟秉承促进制鞋产业的有序发展和持续增长，以“共拓市场、共享资源、共同发展”为宗旨，整合产业链上下游材料、设备供应，集研发、设计、制造、销售等资源，打通品牌、贸易、鞋厂、供应、媒体各个环节，帮助鞋企之间进行供需对接，推动鞋业行业的创新发展。

The Footwear Union orderly development and sustainable growth of the shoe industry. With the tenet of “to expand the market, share resources, and develop together”, it integrates the supply of materials and equipment from the upstream and downstream of the industry chain, and integrates research and development, design, manufacturing, and sales Resources, open up all aspects of brand, trade, shoe factory, supply, media, help shoe companies to match supply and demand, and promote the innovative development of the shoe industry.

线上+线下，让采购与销售无忧 About the Footwear Union



鞋业优质供应商联盟
HIGH QUALITY SUPPLIERS UNION
OF FOOTWEAR INDUSTRY



鞋业优质供应商联盟(东莞市新携途网络科技有限公司)与成都有米斗科技有限公司(找米斗)达成战略合作伙伴，同时授权鞋业优质供应商联盟为成都有米斗科技有限公司的平台服务中心!双方将在各自的优势领域板块上为鞋企提供更多落地配套的解决方案，助力企业转型、联合创新等领域进行全方位、深层次的战略合作，共同探索鞋业O2O转型与创新发展。

结合线上找米斗平台的**线上商城+供应链金融服务+鞋业设计开发(ID)**等服务，解决交易难题，为您资金保驾护航，结合线下鞋业联盟的**地方展厅+行业展会+精准对接会**地推等落地资源对接服务，强强联合助力品牌、鞋企、贸易公司减轻精准对接采购的压力，优化服务水平，有效提高市场转化，为鞋业各端链条提供最优解决方案与落地执行服务。

Zhao Midou platform's online shopping mall + supply chain financial services + shoe industry design and development (ID) and other services to solve transaction problems and escort your funds, it is combined with the local exhibition hall of the offline shoe industry alliance + industry exhibition + precision matchmaking meeting Local push and other landing resource docking services.



02

鞋业联盟服务模式
Service mode of Footwear Union





鞋业优质供应商联盟
FOOTWEAR INDUSTRY QUALITY
SUPPLIERS ALLIANCE

找米斗

我们能做什么？

找米斗



线上商城



地方展厅



找米斗



供应链金融服务



精准对接会
地推



找米斗



鞋业设计开发 (ID)



行业展会



我们能做什么？



联盟自主
平台推广



企业官网
搜索优化



公众平台搭建
微信营销推广



国内外平台
维护推广



信息托管维护
专人一对一



展会服务



精准对接会



杂志推广



产品视频



企业推介



落地展厅

鞋业联盟服务模式 Service mode of Footwear Union

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“一个中心、两条主线、三大产业版块、多地辐射”作为核心服务模式，助力鞋企发展。

"One center, two main lines, three major industry sectors, and multi-radiation" as the core service model to help the development of shoe companies

☑一个中心:

鞋业优质供应商联盟总部位于世界制造之都：中国东莞。本地以高端代工中心闻名，供应商体系配套完善，即使由于大环境影响导致大型鞋厂外迁，但并不影响原本的产业链资源。通过鞋业联盟整合资源，形成信息化共享平台，助力品牌、鞋企、贸易公司减轻精准对接采购的压力，优化服务水平，有效提高市场转化，为鞋业各端链条提供最优解决方案与落地执行服务。

☑A center:

The Footwear Union is headquartered in the manufacturing capital of the world Dongguan, China. Locally known as a high-end foundry center and a complete supplier system, even if large shoe factories are relocated due to environmental impacts, it does not affect the original industry chain resources. Integrate resources through the shoe industry alliance to form an information-sharing platform to help brands, shoe companies, and trading companies reduce the pressure of precise docking and procurement, optimize service levels, effectively improve market transformation, and provide optimal solutions and landings for each end of the shoe chain Perform services.

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鞋业联盟服务模式 Service mode of Footwear Union

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“一个中心、两条主线、三大产业版块、多地辐射”作为核心服务模式，助力鞋企发展。

"One center, two main lines, three major industry sectors, and multi-radiation" as the core service model to help the development of shoe companies

☑两条主线：

线上：

- 1、鞋业优质供应商联盟拥有独立电商平台，展示中心+CRM客商管理系统+线上下单系统，整合供应链资源体系，为品牌、鞋企、贸易公司提供方便快捷采购入口；
- 2、通过国内外推广平台及各大媒体渠道，为企业提供精准的电商推广服务方案，协助鞋企开拓完善电商领域版块。

☑Two main lines:

on-line:

1. The Footwear Union has an independent e-commerce platform, a display center, a CRM customer management system, and an online ordering system. It integrates the supply chain resource system and provides convenient and efficient purchasing entrances for brands, shoe companies, and trading companies;
2. Through domestic and foreign promotion platforms and major media channels, which provide enterprises with accurate e-commerce promotion service solutions and assist shoe companies to develop and improve the e-commerce sector.

鞋业联盟服务模式 Service mode of Footwear Union

“一个中心、两条主线、三大产业版块、多地辐射”作为核心服务模式，助力鞋企发展。

"One center, two main lines, three major industry sectors, and multi-radiation" as the core service model to help the development of shoe companies

线下:

- 1、在鞋业聚集地建立当地展示中心，以“引进来，走出去”为核心，服务当地鞋企，精准匹配辐射各地；
- 2、通过对接国内外各地资源，组织精准对接会议，帮助当地企业对接各地不同资源；
- 3、参加行业国内外核心展会，并组团参展，帮助企业节省参展成本，提高宣传效果。

Offline:

1. Establish a local display center in the shoe industry gathering place, with "introducing, going out" as the core, serving local shoe companies, and accurately radiating everywhere;
2. By connecting resources at home and abroad, organize precise matchmaking meetings to help local enterprises connect with different resources in different places;
3. Participate in core exhibitions at home and abroad, and organize group exhibitions to help enterprises save costs and increase publicity.

鞋业联盟服务模式 Service mode of Footwear Union

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“一个中心、两条主线、三大产业版块、多地辐射”作为核心服务模式，助力鞋企发展。

"One center, two main lines, three major industry sectors, and multi-radiation" as the core service model to help the development of shoe companies

☑三大产业版块：

- 1、供应链体系：鞋业联盟平台整合中国各地制鞋基地供应链资源，为了给品牌、鞋厂、贸易公司提供更多选择；
- 2、鞋厂家体系：为了更好地配合协助品牌、贸易公司生产需求，鞋业联盟平台拥有多类型的鞋厂家体系供选择；
- 3、贸易商体系：鞋业联盟与成品鞋贸易公司合作，通过贸易公司为品牌商提供更精准的对接与更好的服务。

☑Three major industry sections:

1. Supply chain system: In order to provide more choices for brands, shoe factories, and trading companies, the Footwear Union platform integrates the supply chain resources of shoe manufacturing bases throughout China;
2. Shoe manufacturer system: In order to better assist the production needs of brands and trading companies, the shoe alliance platform has multiple types of shoe manufacturer systems to choose from;
3. Trader system: The shoe industry alliance cooperates with finished shoe trading companies to provide brand owners with more accurate docking and better services through trading companies.

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鞋业联盟服务模式 Service mode of Footwear Union

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“一个中心、两条主线、三大产业版块、多地辐射”作为核心服务模式，助力鞋企发展。

"One center, two main lines, three major industry sectors, and multi-radiation" as the core service model to help the development of shoe companies

☑多地辐射:

鞋业联盟平台在多地分别建立展示中心，目前已经成立的有：东莞、温州、越南。

预计开拓的地方展示中心分别有：中国：山东、福建、河南、湖南。国外：墨西哥、土耳其、孟加拉等地区。

☑Radiation in many places:

The Footwear Union platform has established display centers in various places. At present, Dongguan, Wenzhou and Vietnam have been established.

The local exhibition centers that are expected to open are: China(Shandong, Fujian, Henan, Hunan).

Overseas(Mexico, Turkey, Bangladesh and other regions).



03

鞋业联盟资源体系

Resource system of Footwear Union

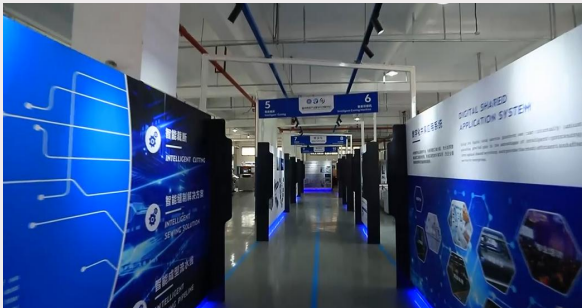


鞋业联盟资源体系 Resource system of Footwear Union

二

鞋业优质供应商联盟以整合各地方供应商资源为主，目前拥有国内多个制鞋基地的供应商体系资源，如：广东东莞、惠州、广州；福建泉州、晋江、莆田；浙江温州、温岭；山东青岛；河南、湖南等制鞋产业基地，共拥有近5万家供应商，其中高、中、低端的厂家均有。同时均在以上地区分别拥有近五千家各种类型的代工鞋厂资源与平台配合，为品牌及贸易公司配合生产服务；

The Footwear Union is mainly based on the integration of local supplier resources. Currently, it has supplier system resources of multiple domestic shoe manufacturing bases, such as Guangdong area include Dongguan, Huizhou, Guangzhou, Fujian area include Quanzhou, Jinjiang, Putian; Zhejiang area include Wenzhou, Wenling, Shandong Qingdao, Henan, Hunan and other footwear industry bases, with a total of nearly 50,000 suppliers, including high-, medium- and low-end manufacturers. At the same time, each of the above regions has nearly 5,000 various types of OEM shoe factories with resources and platforms to support production services for brands and trading companies;

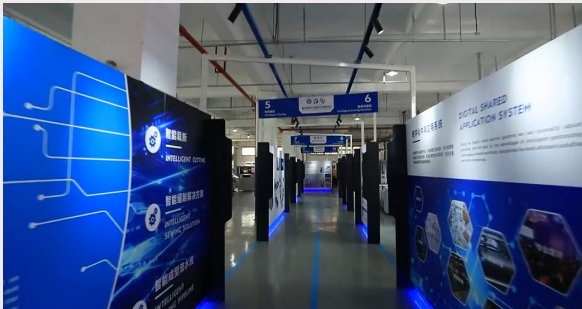


鞋业联盟资源体系 Resource system of Footwear Union

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联合各地贸易公司，促进与品牌的合作，提升品牌服务。目前与鞋业联盟平台的贸易公司类型多样化，共计100余家，按照不同鞋款类型分别有：运动鞋企业35家，休闲鞋企业25家，正装鞋企业30家，功能型鞋企业10家。鞋业联盟为贸易公司提供供应商资源，减少采购时间成本，采购人员成本，做到更快更好更精准的采购体系，以及提供配套鞋厂代工生产服务，让贸易公司只需接单服务好品牌客户，其余鞋业联盟平台均可提供资源与服务。

Footwear Union associated with local trading companies to promote to cooperation with brands and improve brand services. At present, the types of trading companies on the platform with the shoe industry alliance are diversified, with a total of more than 100. According to different types of shoes, there are 35 sports shoe companies, 25 casual shoe companies, 30 formal shoe companies, and 10 functional shoe companies. . The Footwear Union provides supplier resources for trading companies, reduces procurement time costs, procurement staff costs, achieves a faster, better and more accurate procurement system, and provides supporting shoe factory OEM production services, so that trading companies only need to take orders Good brand customers, other shoe alliance platforms can provide resources and services.





04

鞋业联盟运营理念

Operation concept of Footwear Union



鞋业联盟运营理念 Operation concept of Footwear Union

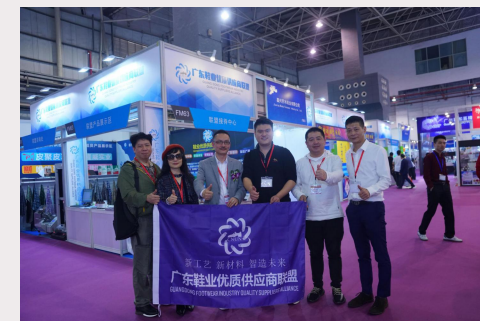
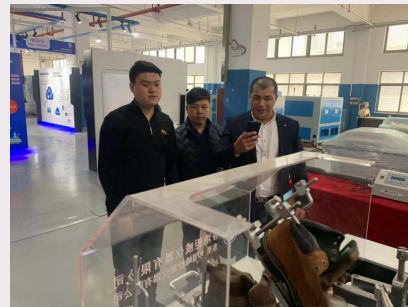
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供应管家·鞋企红娘：是鞋业优质供应商联盟的经营理念！

Supply Butler·Shoemaker matchmaker: It is the business philosophy of the shoe industry high-quality supplier alliance!

鞋业优质供应商联盟存在的价值即是打通鞋企与供应链对接环节，在没有任何中间环节的情况下，鞋企可以直接与供应商精准对接。为此，“供应管家”是鞋业联盟的核心，将各地制鞋基地的供应商体系整合抱团，根据当地市场行情，将其资源匹配并输送到其他所需配套制鞋基地，同时为供应商企业提供推广服务方案，助力企业更好推广营销。

The value of the Footwear Union in the shoe industry is to open up the connection between shoe companies and the supply chain. Without any intermediate links, shoe companies can directly interface with suppliers accurately. To this end, "Supply Butler" is the core of the shoe industry alliance. It integrates the supplier systems of shoe manufacturing bases around the country, matches and transfers its resources to other required supporting shoe manufacturing bases according to local market conditions, and also provides suppliers. Enterprises provide promotion service programs to help companies better promote marketing.



鞋业联盟运营理念 Operation concept of Footwear Union

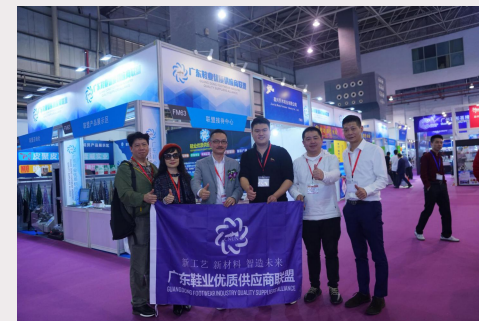
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“鞋企红娘”是鞋业联盟的支柱，鞋行业作为一个传统的行业，无论是生产或采购环节中，或多或少均会出现很多本可以避免的成本，作为鞋企老板，希望可以将采购、生产环节简单化、可视化。鞋业联盟平台的供应商体系均是生产厂家，通过平台直接对接，可以直接减少中间环节，让鞋企品牌更快更精准的对接所需的资源与信息。

"Shoe company matchmaker" is the pillar of the Footwear Union. As a traditional industry, whether it is in the production or procurement process, there will be more or less costs that can be avoided. Simplification and visualization of procurement and production. The supplier systems of the shoe industry alliance platform are all manufacturers. Through the direct docking of the platform, the intermediate links can be directly reduced, allowing the shoe company brands to more quickly and accurately dock the resources and information needed.

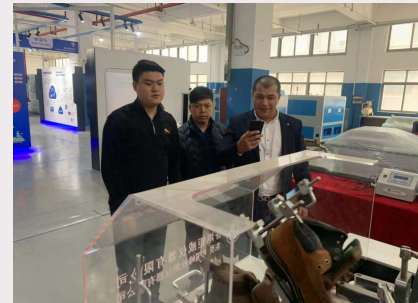
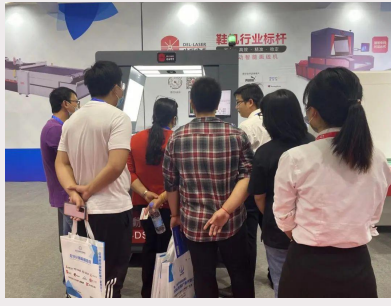
简单、方便、快捷，更节省成本：是鞋业联盟可以为品牌、鞋企提供的服务。

Simple, convenient, fast, and more cost-effective: It is the service that the shoe industry alliance can provide for brands and shoe companies.



鞋业联盟项目案例 Project case of Footwear Union

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鞋业优质供应商联盟

FOOTWEAR INDUSTRY QUALITY
SUPPLIERS ALLIANCE

供应管家 · 鞋企红娘

Supply Butler · Shoemaker matchmaker

新携途供应链管理（东莞）有限公司

Xin Xie Tu supply chain management (Dongguan) Co., Ltd

东莞总部：东莞市厚街镇体育路27号建科大厦2楼

Dongguan Headquarters: 2nd floor , Jianke Building, No. 27, Sports Road, Houjie Town, Dongguan City, China

温州分部：浙江省温州市瓯海区凤坊路75号（温州大学科技园）14栋3楼

Wenzhou Branch: 3rd Floor, Building 14, No. 75, Fengfang Road,

Ouhai District, Wenzhou City, Zhejiang Province

Contact Person: 高先生 (Dragon Gao)

Mob: +86-18676983433

Tel: 086-768-33853861

Web: www.unshoes.cn



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